

## **PREFACE**

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### **Important Questions and Answers About this Plan**

#### **What Is a Specific Plan?**

Whereas a community's General Plan is the primary guide to the physical growth, development and improvement of the community, local communities may also prepare Specific Plans for the systematic implementation of the general plan for all or part of the area covered by the general plan. In essence, by preparing and adopting a specific plan, a local community may pay particular attention to the unique characteristics of special areas of the community. A specific plan allows the community to tailor the planning process and subsequent implementation programs to help realize the community's future vision for its physical development. The authority for preparing and adopting specific plans derives from California's planning, zoning and development laws, Sections 65450, et. seq. of the Government Code.

#### **What are the Boundaries of the University Avenue Specific Plan?**

University Avenue is one of Riverside's principal thoroughfares. The Avenue connects to major geographic regions of the City - the campus of the University of California and Riverside's historic Downtown. The Avenue also serves as an area-wide transportation link connecting Interstate 215 on the east with the Riverside Freeway (State Route 91) through central Riverside (see Figures 1 and 2).

#### **Who Needs to Read the University Avenue Specific Plan?**

If you own property, a business, or have a community interest in University Avenue, you should read and be aware of the University Avenue Specific Plan. If your property falls within the boundaries of the Specific Plan, which are shown in Figure 2, the plan will directly affect you.

#### **What is the Purpose of this Specific Plan?**

The Specific Plan for University Avenue and the application of site plan and design review procedures are necessary to preserve and promote the health, safety and general welfare of the community by achieving the following purposes:

- ! Recognizing that University Avenue is the key, primary link between downtown and the Riverside campus of the University of California;
- ! Promoting the long-term viability and rejuvenation of the University Avenue corridor as an active, lively, visually attractive thoroughfare used by the community, the University and visitors;
- ! Establishing and maintaining an appropriate, complementary and viable mix of land uses along the corridor;
- ! Encouraging high quality development, architectural design and landscape continuity;
- ! Encouraging and accommodating pedestrian activity along the corridor;
- ! Establishing and maintaining visual continuity along the corridor;
- ! Recognizing the interdependence of land values and aesthetics and establishing a method of implementing this interdependence in order to enhance and maintain the values of surrounding properties and improvements;
- ! Effectuating and implementing the Central Industrial Redevelopment Area Plan of which University Avenue is a part.

### **How Does the Specific Plan Relate to the Zoning On My Property?**

The University Avenue Specific Plan supplements and significantly expands the zoning on your property. The Specific Plan is the **first priority** for guiding the use and development of your property. The underlying zone on your property fills in only those development standards which are not otherwise provided for by the Specific Plan.

### **How is the Specific Plan Organized?**

The Specific Plan consists of nine chapters in addition to this Preface: Chapters 1.0, 2.0 and 3.0 provide introductory, background information, and issues regarding the Specific Plan. Chapters 4.0, 6.0, 7.0 and 8.0 provide definitions, objectives, policies, standards, and guidelines which apply to properties along University Avenue. Chapter 5.0 deals with issues related to the landscaping and improvement of University Avenue as a major boulevard.

Figure 1 - Location

Figure 2 - Specific Plan Boundaries

Finally, Chapter 9.0 provides additional information on matters of related plan implementation programs.

To determine the specific applicability of this plan to a particular property, consult these sections paying particular attention to the following steps:

**STEP 1**

- ! Know your basic zoning and the general requirements of the Zoning Code (Title 19 of the Riverside Municipal Code).

**STEP 2**

- ! From Chapter 2.0, Figure 7 determines the Subdistrict in which your property is situated and Review Chapters 4.0 and 5.0 for Overall Vision.

**STEP 3**

From Chapter 6.0 of this Specific Plan determine the following:

- ! Is your proposed use permitted (from Table 2)?
- ! Are there any special requirements for your particular use specified by an "L" designation (from Table 3)?

**STEP 4**

From Chapter 7.0 of this Specific Plan determine the following:

- ! The Development Standards which apply to properties situated in your particular Subdistrict (from Table 4);

## **STEP 5**

From Chapter 8.0 of this Specific Plan understand the following:

- ! The general guidelines the City will follow in evaluating a development proposal (Section 8.3);
- ! The design standards which are applicable to your particular Subdistrict (Section 8.4)

## **STEP 6**

CONSULT with the Planning and Development Department of the City before designing your project and especially if you are uncertain of how the Specific Plan works.

## **STEP 7**

Become familiar with the City's Companion Ordinances pertaining to Property Maintenance, and Abatement of Non-Conforming Land Uses.

### **University Avenue Involves a Partnership; What Does that Mean?**

University Avenue requires a new energy and vitality to attract and sustain the desired level of positive economic investment and growth. The street needs to be revitalized and upgraded to improve its visual and physical character. Success in achieving these goals can only come if the City, its Redevelopment Agency, the business community, property owners and developers forge a partnership to embrace and carry out the policies and actions described in this plan. To assist in realizing our mutual goals, the Specific Plan includes incentives to encourage investment in University Avenue.

**How Do I Get More Information?**

CONTACT:

Your Riverside Planning Department for Questions and Answers  
about the Specific Plan.

Third Floor of City Hall - (909) 826-5371

Your Riverside Development Department for Questions and Answers about the redevelopment  
project, programs and development opportunities.

Fifth Floor of City Hall - (909) 826-5584